



## BROADCAST MEDIA

### SUMMARY

#### Customer Profile:

Digital video infrastructure

#### Region:

North America

#### Industry:

Broadcast Media

#### Challenges:

- 100+ audio transcoding channels

#### Solutions:

- Audio transcoding system software
- Loudness Metering and Leveling (LML)

#### Key Benefits:

- High channel density
- Platform portability

### CUSTOMER

Customer is a leader in digital video infrastructure for the broadcast industry providing products and infrastructure that enables content producers and service providers to engage and connect with multiscreen video audience.

### ENGAGEMENT BACKGROUND

The customer's intent was to build a system that would enable multi-instance audio transcoding. Ittiam reviewed customer's preliminary system designs and proposed a new approach to achieve better transcoding densities. Ittiam's demonstration of its comprehensive understanding of embedded architectures, system and software design resulted in a long standing engagement with multiple projects over 4+ years.

### KEY CHALLENGES

Enabling a system that processes more than 100 audio transcoding instances simultaneously using an embedded multi-platform, multi-core architecture with limited resources.

### SOLUTION OVERVIEW

The audio transcoding system was designed and implemented across multiple platforms including DSPs from Texas Instruments and other ARM Cortex based platforms. Ittiam also proved the superiority of its audio LML algorithms and replaced incumbent vendors.

Key elements of this solution include:

- High density transcoding system software
- Audio Loudness Metering and Leveling (LML) software

### IMPACT

Ittiam delivered a highly scalable, cost effective, multiplatform audio transcoding system that resulted in a successful product for the customer. Ittiam's Audio Loudness Metering and Leveling (LML) software helped the customer to preserve the dynamics of the audio after leveling and enabled delivery of very high quality audio in its products.

For more information on Ittiam Audio offerings, visit <http://www.ittiam.com/products/software-ips/audio/>

### About Ittiam

Ittiam Systems is a global technology company with deep R&D driven solutions for media creation, management and consumption. Ittiam provides advanced media codecs, software development platforms, systems and workflows for embedded and online applications. Its solutions are at the heart of tens of millions of lifestyle products that drive mobility, content access, networking and sharing.

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